



CampusConnection

CSUMB's Staff & Faculty Newsletter

28 January 2000
Volume 1 n Issue 3

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Administrative Audit in Motion at CSUMB

This past fall a team of CSU officials, led by Dr. Alexander Gonzalez, President of CSU San Marcos visited CSUMB in an attempt to assess the university's readiness for eventual accreditation by the Western Association of Schools and Colleges (WASC). A report released this past September, though generally positive, did find that there was a perception on campus that the University had too many administrative positions. In response, this past winter CSUMB President Peter Smith called upon Dr. William Baker, Special Consultant to the Chancellor of the CSU system, to lead an administrative audit of the University.

There have been repeated and reoccurring concerns raised from several quarters on campus that we were top-heavy administratively," Says President Peter Smith.

According to Smith, Baker was asked to conduct the audit because "there have been repeated and reoccurring concerns raised from several quarters on campus that we were top-heavy administratively and we had people with redundant and over-lapping job descriptions. The concern was also raised that there were some employees who may be paid too much."

Dr. Baker, who was Vice-President of the University of California system for

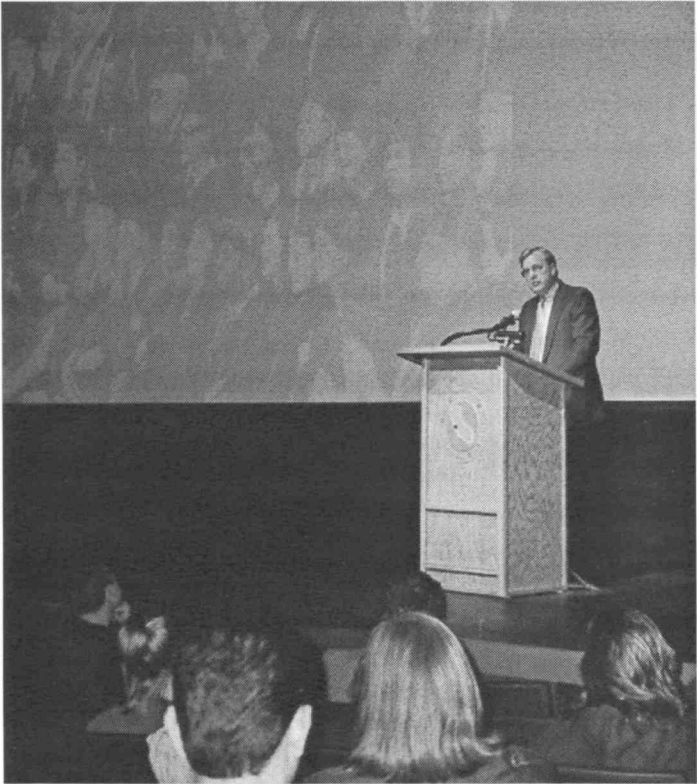
14 years, is working with the international consulting firm of KPMG to evaluate the administrative structure of CSUMB. "The Gonzalez report includes allegations of some staffing patterns that are not in the norm for the CSU system and calls for an audit of the potions," says Dr. Baker. "[Dr. Smith] asked me to come down to Monterey and I spent a little time discussing the report with him. And on November 11th I received a letter from Peter, which was my charge to lead the audit."

As part of the audit Baker and KPMG will conduct a financial and staffing analysis of CSUMB's administrative activities. According to a recent pamphlet written by the firm, the first phase of the audit will "utilize dollar and staffing number comparisons with other applicable CSU cohort campuses." And the final phase will then make recommendations for campus planning and budgeting.

"The next step after the report is to integrate the data and the recommendations from the report with other information and to proceed to put together the budget for next year and to finish the action planning and strategic plan and to bring all of this together towards a new plan for the university," explains Smith.

Baker adds, "The Chancellor has not asked me to do this. Peter Smith has asked me to do it. If something needs fixing it's up to him and the Cabinet to fix it. But, at this point we don't know that it's broken."

Baker and KPMG hope to have the report finished and available for viewing early this spring.



Address last Thursday, January 20th. "With this in mind, and concerned about not meeting enrollment targets, I have asked Provost Cordero de Noriega and Vice President Bert Rivas to create an enrollment management plan by June."

The development of an enrollment management plan was put into motion in anticipation of a recent report developed by Juan Avalos, Interim Director of Institutional

retain students that are already enrolled at CSUMB.

The Task Force has recommended that "[CSUMB] as a whole needs to take an aggressive 'Integrated Marketing' approach in which all constituencies are/must be involved. What is our image? Who do we market to? What is the consistent and realistic message that we want to send?" The report, which is available in the Student Success folder of FirstClass, goes on to state "We are grasping for last minute 'quick fix' approaches that if done only once will not have a long-term effect."

The Enrollment Task Force has pointed out that logical first steps in improving short term enrollment is to work closely with military institutions in Monterey to recruit qualified dependents to the University and to begin ad campaigns for enrollment in upcoming semesters.

All documents relating to enrollment will be made available on FirstClass. "Ultimately, we must all work as a team to bring students to CSUMB and to serve them well so that they stay until they graduate," says Dr. Smith.

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Grants Give Technology Boost to SIVA Seafloor Mapping Facility

Two recent grants, with a combined value of \$1.2 million, have given a significant boost to CSUMB's ability to serve both its student body and the state of California.

California Department of Fish and Game (CDFG) and federal government grant funds will be used to purchase an integrated instrumentation package able to accurately combine and visualize high-resolution environmental data.

Continued on next page...

President Peter Smith looks towards the future as he delivers his annual State of the University Address.

CSUMB Working to Create Enrollment Management Plan

"Attracting and retaining a diverse student population lies at the core of our purpose," stated President Peter Smith during his State of the University

Research, which shows CSUMB falling 119 short of projections for reaching its goal for full-time equivalent students during the 1999-2000 academic year. This marks the first time that the university has fallen short of its enrollment goals.

In order to help increase these numbers and get the university back on track Marsha Moroh, Lucha Ortega, Richard Visosky, and before her departure, Sara McClellan were charged with leading an Enrollment Management Task Force. According to Dr. Smith the task force's goal is to "develop a plan that will emphasize the coordination of on-campus student academic support services to maximize retention and the strategic deployment of outreach; and access services off-campus to maximize admissions and enrollment."

This past December the Enrollment Task Force prepared a set of recommendations on how best to proceed with the development of an enrollment management plan. The recommendations are broken up into two categories: Access Planning and Student Success Planning. The goals of Access Planning are to recruit and enroll prospective students, while Student Success Planning aims to

CampusConnection

Published by University Advancement

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With the addition of the instrumentation package, CSUMB's Spatial Information Visualization & Analysis center will become the only sea floor mapping facility of its kind in central California.

Specifically, the funds will be used to buy 15 Geographic Information System (GIS) equipped Pentium II computers, 2 high-precision Global Positioning System (GPS) systems, a marine mapping data acquisition/digital processing system, a printed circuit milling machine, and a trailerable hydrographic survey vessel for use as a floating laboratory classroom.

According to ESSP professor Rikk Kvitek, who authored both grants, the equipment will also make up for a shortfall in university instructional equipment. The new equipment will enable CSUMB to meet the projected demand for training in marine and coastal geospatial technology over the next five years. It will more than double the ESSP program's yearly capacity for training students in GIS, GPS, remote sensing, image processing, environmental electronic instrumentation, biogeochemical landscape modeling, and marine resource and habitat mapping.

According to Dr. Kvitek, technological training has become so popular with career-minded students that it now attracts students from CSUMB liberal studies and education majors, as well as students from the surrounding community colleges, universities and graduate schools where this state-of-the-art training is not available.

The Marine Resources Division of CDFG, which will soon move its headquarters to the CSUMB campus, plans to work with Dr. Kvitek on a number of projects which include producing nearshore data needs assessments and high resolution habitat maps for various segments of the California coast.

The seafloor mapping system, along with other geospatial technology, will

be used for training CDFG personnel as well as CSUMB students. Besides the opportunity to take advanced technology courses, students may also participate directly in CDFG scientific research projects under the auspices of CSUMB.

--by Mary Patyten, Senior, ESSP

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Faculty/Staff profile: Meet bobbi bonace

Like so many other CSUMB employees, in just three and a half years bobbi bonace, Head of Athletics at CSUMB's Wellness, Recreation, and Sport Institute (WRSI), has seen a lot of change. Back in July of 1996, when bonace was first hired, CSUMB was in its infancy and had only three sports programs. Since her arrival on campus she has administered a program that has grown by adding an additional six athletic teams--two of which have been ranked nationally. "One thing that attracted me to this job was that I was coming into a clean slate," says bonace, "and I've already had the pleasure of participating in the creation of so many exciting new programs."

Bonace came to CSUMB via Washington State University (WSU), where she directed the campus's Gay, Lesbian, and Bisexual Alliance (GLBA). "To be really honest," explains bonace "I didn't think I would get an interview because of the area I was coming from previously. For the most part there is such a homophobic response in athletics. So I was skeptical. But I came and fell in love with the place. I fell in love with the Vision "

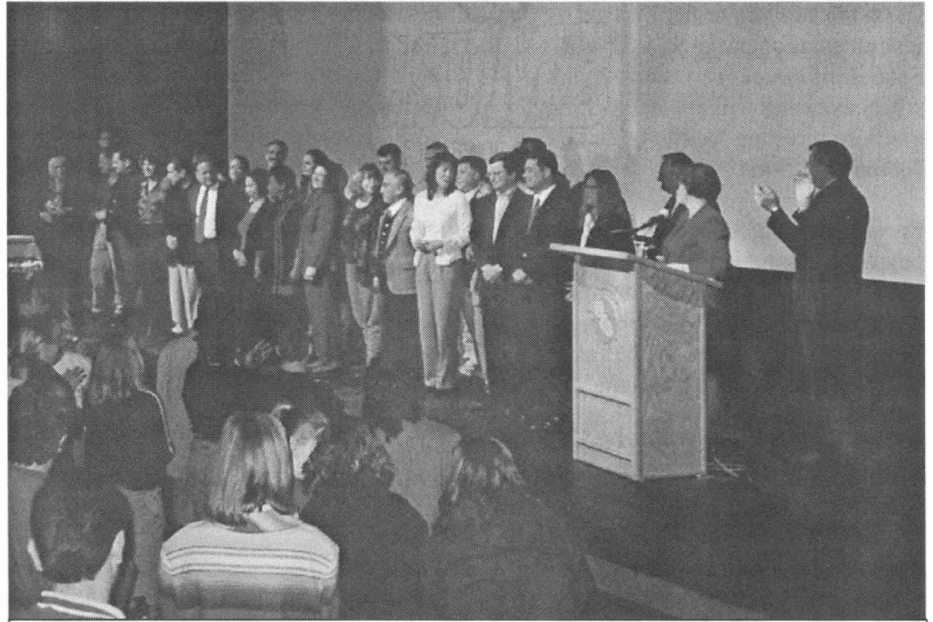
Before bonace was appointed Director of the GLBA at WSU she served as the Director of Compliance in the university's Athletic Department. In fact, bonace says she has spent most of her life working in athletics.

Bonace grew up in a small town in Ohio, called Struthers. She received her B.A. from Ohio University in Health, Physical Education, and Recreation and taught P.E. for two years at an elementary school. She then went on to earn her Master's degree from UC Santa Barbara and proceeded to stay at the school for twenty years where she coached basketball and softball and taught graduate students. In 1985 she left for the University of Kansas where she received a PhD.

When bonace first arrived at CSUMB she was impressed with the gym at the Wellness Activity Center but, she says, there was a lot of work to be done. "The Army had obviously cared enough about the physical wellness of military people that we were reasonably equipped with space," she explains. "But in terms of outdoor space, none of it was regulation for any kind of intercollegiate athletic program." But, according to bonace, that is about to
Continued on next page...

change. "Our first regulation soccer field is slated to open in the Fall of 2000 and we are currently working with architects to design a swimming pool, which is due to come online in the fall of 2001."

Though athletics are important to her, bonace has also been active in other campus activities. When she first arrived at CSUMB she was elected Secretary of the Faculty Senate and has served as Chairperson for the last two years. This past December, however, bonace has stepped down from chairing the Faculty Senate in order to dedicate more time to developing the academic side of the WRSI. Once an Athletic Director is hired, she will become a full-time faculty member and help build a Minor and eventually a Major in athletics. "I've always felt that the marriage of athletics with the academic vision of a university needs to be more than just lip service and that was one of the reasons I applied for this position," she says. "I feel like we can create something special here."



Isidora Adlawan, Armando Arias, Debra Barbe, Bonnie Brown, Cecilia Burciaga, Donald Burns, Reyola Carlisle, Manual Carlos, Teresa Cepeda, Valerie Christian, Patricia Coffey, Athena De Soto, Gretchen Fuentes, John Goulart, Glenda Hart, Stephen Reed, Anthony Reyes, Monica Rodriguez, Holly Roller, Peter Smith, Chris Taylor, Robert Van Spyk, Richard Westing, Linda Wight, and Helen Yamashita.

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H.R. Information

H.R. Announces Exceptional Manager Certificate

Just as its name implies, The Exceptional Manager certificate program is geared for both new and experienced managers who want the benefits of a structured training curriculum and a sound foundation on which to continue building. This program contains the basic supervisorial training every manager needs in a format that can be readily completed within a short time.

Courses cover such topics as supervision basics; teambuilding, coaching, and mentoring; planning and performance evaluations; legal and collective bargaining issues; and new ways for managing and delegating in a fast-paced, diverse and changing work environment.

If you're not ready to make a commitment to take the full program, you may just pick and choose "cafeteria style" from among the courses in this program. You will receive a certificate for each course that you complete.

The Exceptional Manager certificate is designed managers and supervisors who are serious about their effectiveness on supportive work environment for staff, and about preparing for career advancement.

For more information, call Gretchen Fuentes, Benefits, Systems and Professional Development Manager at 582-3507.

CSUMB wants to extend a warm welcome to its new employees:

Rebecca Bergeon, Document Delivery/Interlibrary Loan Assistant, Bldg. 12, ext. 4325
Rebecca Pieken, Administrative Support Coordinator, Bldg. 2, ext. 3889

Richard Ingram, Instructional Technologist, Bldg. 18, ext. 4648
Julie Estey, Conferences and Events Services Assistant, Bldg. 29, ext. 4111
Rodolfo Puente, SOAR Counselor, Bldg. 21, ext. 4461
Lisa Ward Sheftman, Disability Resources Advisor, Bldg. 202, ext. 3672
Loretta Wyer, Administrative Analyst/Specialist, Bldg. 12, ext. 3881
Jessica Haag, Child Care Assistant, Bldg. 84, ext. 3525
Carolina Gonzalez-Lujan, Student Services Retention Advisor, Bldg. 86, ext. 3661
Anna McLaughlin, Evening/Weekend Circulation Assistant, Bldg. 12, ext. 3880
Michael Taylor, Recreation Programs Coordinator, Bldg. 90, ext. 3015
Gus Leonard, Language Lab Coordinator, Bldg. 49, ext. 3863
Lev Gonick, CTO, Bldg. 18, ext. 3621
Bonnie Burnell, Student Activities Coordinator, Bldg. 44, ext. 3616

Also, the following people have recently changed jobs:

Cynthia Lopez, Director of Grants & Contracts, Bldg. 86C, ext. 3089

Trisha Lord, Interim Director for Campus Planning & Space

Management, Bldg. 84A, ext. 3603

Robin Katsuki, Interim Director for Design & Construction Services, Bldg. 84A, ext. 3032

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News Briefs

Interim Directors Announced

This past week Trisha Lord was appointed as Interim Director for Campus Planning and Space Management. Also, Robin Katsuki was appointed interim Director for Design and Construction Services. Both appointments are scheduled to run through June 2000. According to Bev Wood, searches for the permanent positions will be initiated in the Spring and she hopes permanent replacements will start working by July 1, 2000.

Cynthia Lopez Appointed Director

Cynthia Lopez, who had previously held the job of Interim Director of Grants and Contracts, was recently appointed as the permanent Director for that position.

Interim TAT Director Appointed

Benny Santo-Ambush was recently appointed Interim Director for the Institute for Teledramatic Arts and Technology.

Lev Gonick Hired as CTO

As of January 14th LEV GONICK will begin work as the campus' Chief Technology Officer. Gonick comes to CSUMB from Cal Poly Pomona where he was the University Dean of Instructional Technology and Academic Computing. Prior employment included consultancies and professorships at Arizona State University, Northern Arizona University, University of Guelph, Wilfrid Laurier University, and a fellowship at Harvard University. He has been a consultant in the private sector, including a recent assignment with the CSU Chancellor's Office. Lev has been a cyberprof, teaching international political economy online with faculty and student cohorts for many years. He is well known throughout the information technology world and is often featured as a keynote speaker at conferences worldwide. Lev earned his B.A., M.A., and Ph.D., in Political Science from Ohio State, SUNY - Binghamton, and York University, respectively. He and his wife, Barbara, have two children.

Site Improvement Project Set to Begin

Work began on three Quality of the Physical Workplace site improvement projects this week. According to Michael Tebo, Project Management Analyst for the Design and Construction department, the projects are designed to enhance opportunities for outdoor gathering and provide connective

landscape pathways around Buildings 1, 2, 3, 15, 86, and 84.

"Each project will include new walkways, irrigation and planting areas," writes Michael Tebo.

Recently, Tebo wrote, "Each project will include new walkways, irrigation and planting areas. As with most site improvement projects, there will be some dust, dirt, noise and inconvenience. The contractor is expected to work with the Campus in order to minimize impact to those working in the adjacent buildings."

Work is scheduled to begin simultaneously at all sites with completion of the final "Planting Phase" in late April.

Input into Catalog Requested

CSUMB Publications is currently starting the process of revising the CSUMB Catalog for the 2000-2001 print edition, which will be distributed on campus in mid-April.

The catalog is intended to serve as a tool for current and prospective students to become aware of programs on campus and navigate through essential processes such as admissions and registration. Given the dynamic development of CSUMB during these early years of existence, we want to be sure that the catalog continues to accurately reflect all such programs and processes.

If you have noticed that vital information is missing from the current printed version of the catalog, or if the current presentation of information has proven to be misleading or confusing, please send an email message to Sean Madden over FirstClass or you can call him at 582-3945.

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Calendar of Events

January 29

What: Building Community, Welcoming Diversity, an NCBI One Day Workshop

When: 8:30 am- 4:30 pm Saturday or Jan. 29th 8:30 am- 4:30 pm

Cost: Sliding Scale \$75-\$15

Where: Building 15/room 122

Learn to communicate across cultural, social, racial, gender and economic differences.

Prejudice and discrimination have hurt everyone, regardless of gender, sexual orientation, race, physical ability, religion or ethnic background.

Please preregister by Wednesday, Jan. 19

For more information: please contact Julie Juarez 582-3731 or on First Class

January 29

What: Outdoor Recreation & ITT Office presents: Monterey Local Wine Tour

Cost: \$45

For more information: Please call 242-5506

January 31

What: Joe Beck, Alto Guitar Clinic

When: 1:00-2:00pm

Where: Music Hall, building 30

CSUMB's Music and Performing Arts Institute presents Joe Beck, featured guitarist in their Lecture Demonstration Series. He will give a lecture demonstration on the alto guitar, a truly amazing instrument that was designed by him. He has worked with such artists as Miles Davis, Duke Ellington, Paul Simon and James Brown. This event is **FREE**.

For more information: please contact Shirlene Campbell @ 582-4085.

February 5

What: Women's Basketball game vs. Dominican College

When: 5:30pm

Where: WAC

For more information: please contact 582-3015

February 5

What: Men's Basketball game vs. Dominican College

When: 7:30pm

Where: WAC

For more information: please contact 582-3015

February 5

What: Outdoor Recreation & ITT Office presents: San Francisco Get Acquainted Tour

Cost: \$20

For more information: Please call 242-5506

February 6

What: Women's Basketball game vs. Pacific Union College

When: 2:00pm

Where: WAC

For more information: please contact 582-3015

February 6

What: Men's Basketball game vs. Pacific Union College

When: 4:00pm

Where: WAC

For more information: please contact 582-3015

February 6-8

What: One World Theater Festival presents two renowned international profession theater groups. A South African Company presents **Amazwi omoya or The Words of the Wind...** a madcap adventure set in a community of birds where the elders hold a song competition in order to foster peace, community spirit and cooperation. But it's not easy...each bird had its own ideas. Will they reach agreement? Come and find out. This performance is appropriate for students of all ages. The other group comes from Australia and they will perform **The Stones...** a high energy recreation of the true story of two Melbourne boys who were charged with manslaughter after kicking rocks off a freeway overpass and killing a man. For more information please call Shannon Edwards, Interim TAT Director, a call at 582- 4261.

About CampusConnection

Future Issues

Future issues of this CSUMB Staff and Faculty Newsletter will be filled with features, biographies, news briefs, staffing changes, and benefits information. CampusConnection will be released twice per month as hard copy and on the Web (<http://news.monterey.edu>). Comments and suggestions are welcomed. Please direct them to Robert Mazurek via phone (x3302) or FirstClass.

Delivery Preference

If you would prefer to access this newsletter electronically and not to receive it as hard copy, please send email expressing that preference or check here then cutout and return this box to: Robert Mazurek, Building 86A.

☐ I do not wish to receive hard copy of future issues of CampusConnection.

Watkins, Steve

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